

Wirtschaftsförderung
Brandenburg | WFBB

Standort. Unternehmen. Menschen.

Startup Support

Funding opportunities for startups in Brandenburg

Potsdam, November 2026

© RODNAE Productions / Pexels







Our service packages for your success in Brandenburg.







Coaching



HR



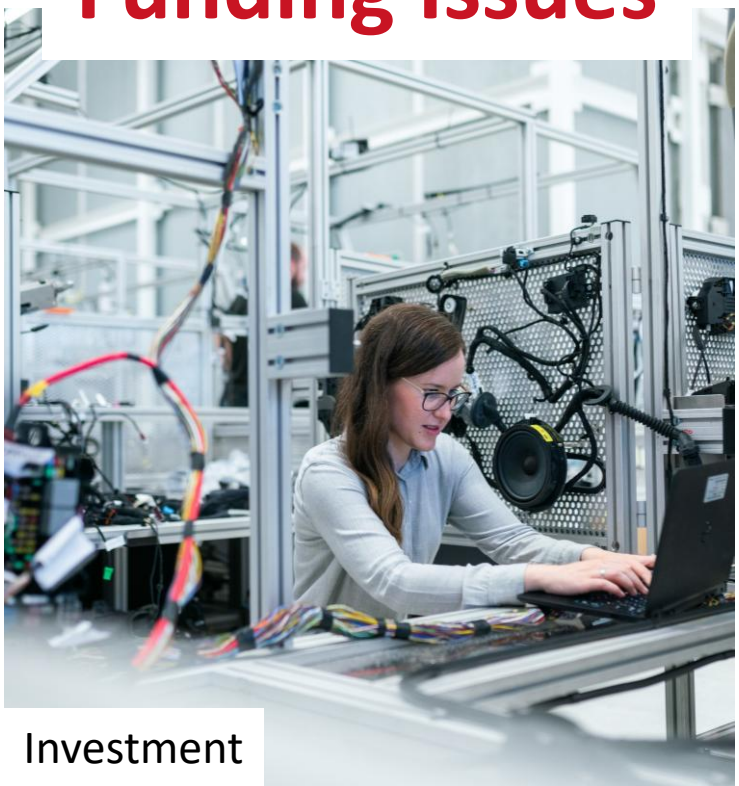
R&D



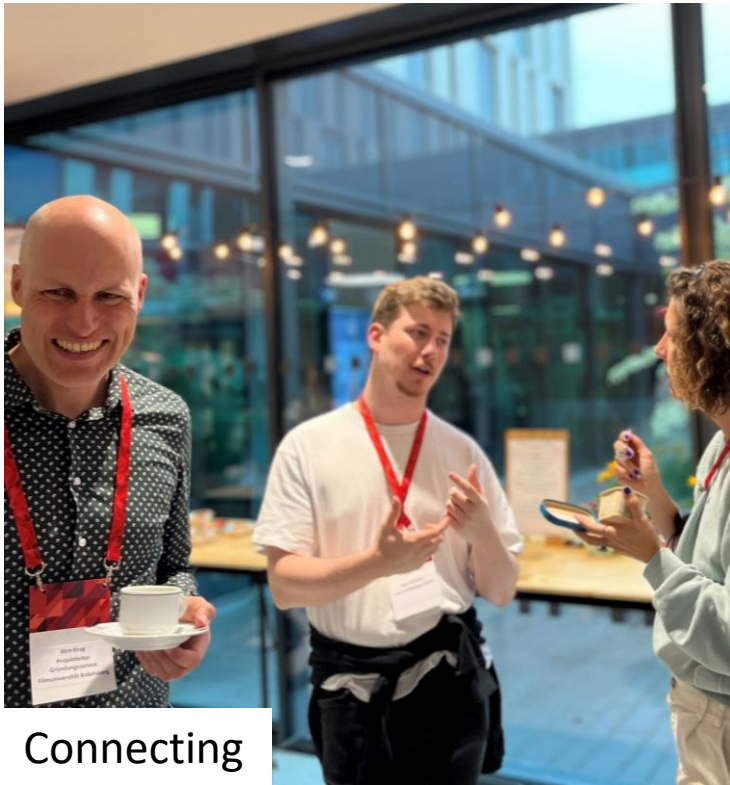
Funding Issues



Internationalisation



Investment



Connecting

Advisory support

Support with the business plan, financial planning, etc.

Wirtschaftsförderung Brandenburg | WFBB



(Supra)regional counselling and qualification projects



Promotion of business consulting for SMEs (BAFA)



Business plan development and events

Advisory support **before** the formation

- **Free support** in planning and conceptual preparation from the idea to the startup
- In all districts and independent towns in Brandenburg
- Residence in Brandenburg and the intention to found in Brandenburg is a prerequisite
- In addition, specific support for students at Brandenburg's universities through startup services

Advisory support **after** the formation

- Funding is available for consultations on all economic, financial, personnel and organisational issues relating to business management, specific issues relating to gender equality, equal opportunities, non-discrimination, environmental sustainability and work-life balance.
- 80 % subsidy in Brandenburg
- Maximum eligible consultant fee per consultation is 3,500 euros (corresponds to a grant of 2,800 euros)
- A maximum of 5 counselling days (= 40 hours) per counselling session and 2 counselling sessions per year are eligible for funding.

BPW #wirgründen

GRÜNDER PLATTFORM

DEGUT Messe zum Gründen und Unternehmen

Loans for startups

For your success in Brandenburg

Wirtschaftsförderung Brandenburg | WFBB

Mikrokredit Brandenburg

Up to 25,000 euros loan with 3 % interest for companies up to 10 years after formation

Brandenburg GO

Up to 250,000 euros low-interest loan with 80 % release from liability up to 5 years after formation

KfW Startgeld

Up to 200,000 euros loan with 80 % release from liability

Brandenburg-Kredit Gründung

Up to 3 million euros low-interest loan for companies up to 5 years after formation

Venture Capital

Equity-like capital that improves the company's creditworthiness and strengthens its equity position

Further Loans

House bank loans, current account, shareholder loans, family&friends etc.

Startup funding instruments

For your success in Brandenburg

Wirtschaftsförderung Brandenburg | WFBB



Gründung innovativ

Programme to support innovative startups and market-oriented social enterprises



Brandenburgischer Innovations-gutschein

Programme to promote research, innovation and technology



ProFIT

Programme to promote research, innovation and technology



Brandenburger Innovations-fachkräfte

Programme for the employment of highly qualified young professionals



Markt - International

Programme to promote international market development by SMEs (trade fairs+consulting)



GRW Gewerbliche Richtlinie

Investment grant for the establishment, expansion, or strategic realignment of business operations

Gründung innovativ – GI

Gründung innovativ
At a glance

Wirtschaftsförderung Brandenburg | WFBB

Who is being funded?



Innovative companies, freelancers, market-oriented social enterprises up to three years after formation

Requirement → Business location in the state of Brandenburg

What is being funded?



- Investment measures
- Non-investment measures
- personnel costs

Objective → Establishment and development of innovative and socially-innovative enterprises

How does funding take place?



- non-repayable grant between 30,000 – 180,000 euros
- Funding rate up to 60 %

Please note → No funding for projects started before approved early start

Gründung innovativ
What is being funded

Wirtschaftsförderung Brandenburg | WFBB

Investment measures

Acquisition and production costs for tangible fixed assets
- Machinery and equipment

Non-investment measures

- Technical consulting services
- Technical development services

Personnel costs

- New jobs related to innovation development
- Executive staff in employment
- Up to an amount of 50,000 euros (employee gross) per person and year

Gründung innovativ
Who is being funded

Innovative companies

An enterprise or freelance activity is innovative if the object of the enterprise or freelance activity is based on **a new product, process or service that does not yet exist on the market or does not yet exist in this form or combination**. The new product, process or service must have been (further) developed by the founders themselves and must have above-average economic development and **employment potential**.

Market-oriented, socially innovative enterprises (market-oriented social enterprises/MSEs)

MSEs within the meaning of the funding guideline are independent organisations that pursue **social and/or ecological goals** by entrepreneurial means in order to serve the **common good**. To this end, they develop **socially innovative products, services, processes and business models**. The novelty of the social innovations does not have to be absolute but can be relative, i.e. the innovations are new in the specific field of activity or in Brandenburg or they are new combinations of existing elements.

Gründung innovativ
Requirements



© Glenn Carstens-Peters / Unsplash

Company requirements

- ✓ Small **enterprise** or **self-employed person** or, in the case of MSEs, also **non-profit associations** that pursue an economic activity
- ✓ Head office, permanent establishment or branch in **Brandenburg**
- ✓ Startups may not be older than **3 years** at the time of application (business registration, tax registration or entry in the commercial register)
- ✓ Have **not taken over the activities of another enterprise**
- ✓ Have **not yet distributed profits**
- ✓ **Not** founded **through a merger**
- ✓ **Not** listed on the **stock exchange**
- ✓ For innovative enterprises: **Cluster** membership

Gründung innovativ
Requirements

Personal requirements for the main contact person:

- ✓ Significantly **involved in** the (further) **development of innovation**
- ✓ Member of **C-Level** Management
- ✓ At least **10 % share** in the company
- ✓ Be active in the company on a **full-time** basis (or be active on a full-time basis one year after application)
- ✓ No other partners who are authorised to make changes to the articles of association on their own



© krakenimages / unsplash

Audit focus: Secured overall financing

Paths to secured overall financing



© drobotdean / freepik

- Secured overall financing is central to funding applications, project financing and project planning. It ensures that the project can be realised and does not fail due to financing gaps.
- Overall financing is deemed secured if the applicant's own contribution plus a liquidity reserve is covered by available or committed funds. Possible sources include, for example:

1. Equity
   - Own funds such as account balances or other forms of available liquidity
   - Current account line
   - Equity investments such as capital contributions, limited partnership contributions, silent partnerships, venture capital, business angels, family&friends
2. Debt capital through loans
   - House bank loans
   - Promotional loans
   - Convertible Notes
3. Crowdinvesting / Crowdfunding
4. Revenue
   - Contracts with (pilot) customers
   - Pre-sales
   - Other revenue generation, e.g. through other products / services
5. Project activities that were already implemented and paid for after approval for the early start of the project but before the grant notification (e.g. freelancers have already been paid, and the funds now only need to be drawn down)
6. Confirmation from house bank

Audit focus: Secured overall financing

Hints

- Post-imputed disbursement of grants
  - Most public grant programmes are *post-calculated*, meaning that expenses must first be pre-financed and will only be reimbursed later through funding calls.
- Realistic commitments and proofs carry more weight than declarations of intent
  - The ILB expects binding evidence (e.g. loan agreements, participation agreements, signed term sheets or customer contracts). Mere letters of intent are not considered sufficient proof of secured financing. The availability of funds must be documented (e.g. bank statements).
- Include a Buffer
  - We recommend including a reserve in the financial plan (e.g. 10–20 %) to absorb potential cost increases or delays.
- Consider Timing and Staging
  - Some financing sources may only become available at a later stage. The plan should therefore show how liquidity will be bridged until then (e.g. via loans).
- Avoid dependencies
  - If one financing component (e.g. investment, revenue, grant approval) is still uncertain, the overall project should not depend on it. The financing plan should include alternative or fallback scenarios.
- Transparency and plausibility
  - All assumptions should be transparent, comprehensible and justified in line with the market.



© drobotdean / freepik

Eligible costs

What is funded - funding category „innovation impulse”



© Pixabay / Pexels

Innovationsimpuls:

- ✓ **Acquisition and production costs** for tangible fixed assets
- ✓ **External consulting** services for the development of new products, services, processes or business models, or to cover a one-time information need
- ✓ **External technical development**, insofar as these are not provided in-house or not to the extent required
- ✓ **personnel expenses** for new jobs (exception: marketing / sales / administration)

Eligible costs

What is funded - funding category „startup salary”



© Pixabay / Pexels

Gründungsgehalt:

- ✓ **Personnel expenses** for managing persons (geschäftsführende Gesellschafter) in an employment relationship or private withdrawals of managing persons (owners) who each hold at least 10 % of the shareholder shares and work as their main occupation

Eligible costs
What is funded



© Pixabay / Pexels

Notes on personnel funding in both funding categories:

- ✓ New employees must be directly involved in innovation (further) development – marketing and sales positions are therefore not eligible for funding

- ✓ Funding for personnel expenses is limited until **30.06.2028**

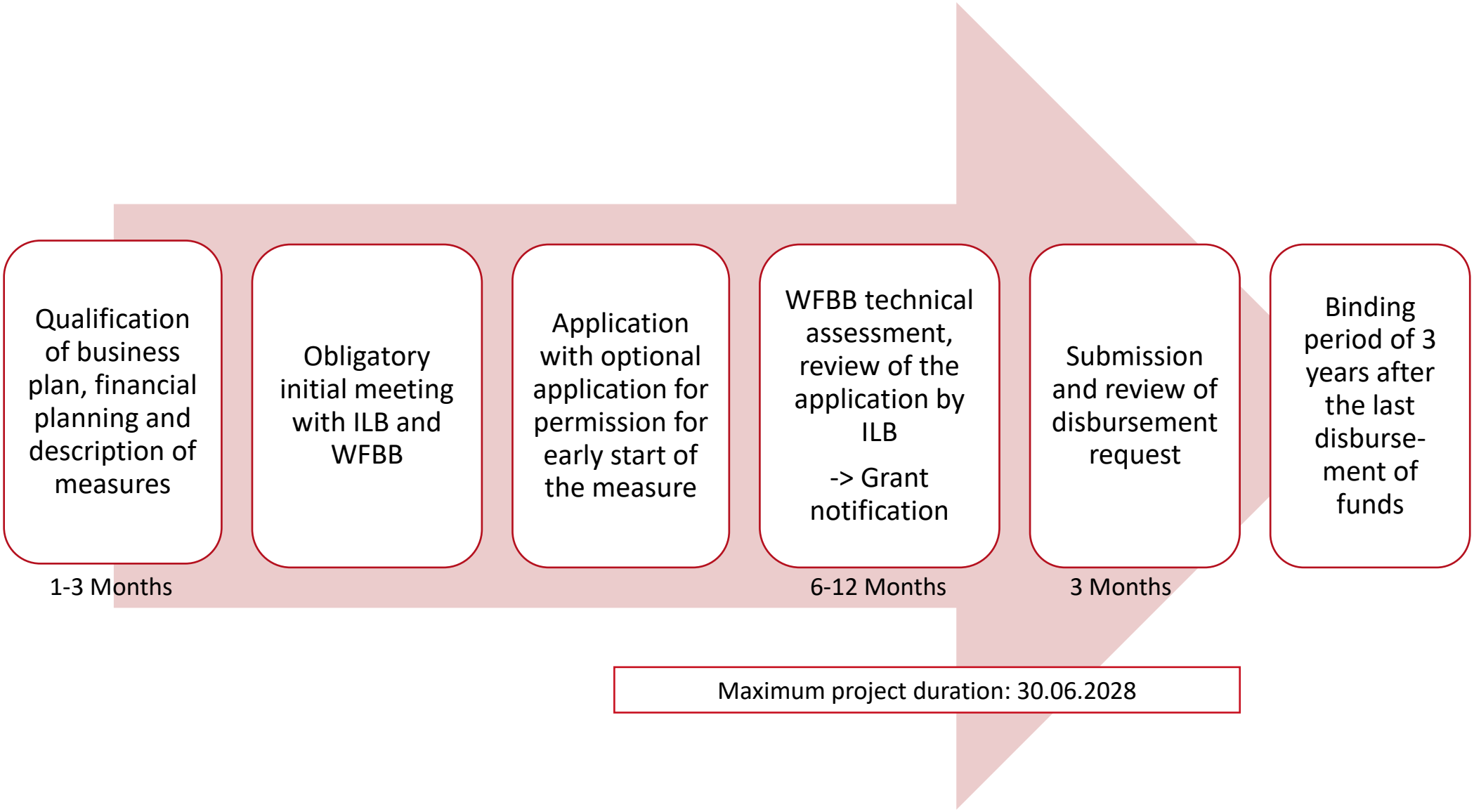
- ✓ Personnel expenses are eligible for funding up to a maximum of **50,000 euros (gross salary)** per person per year (**= grant of 30,000 euros per person per year**)

  per month: 4,166.67 euros p.p. = 2,500 euros grant

Gründung innovativ

Process

Wirtschaftsförderung Brandenburg | WFBB



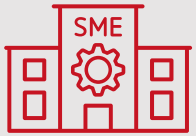
Brandenburgischer Innovationsgutschein – BIG

Brandenburg Innovation Voucher – BIG

At a glance

Wirtschaftsförderung Brandenburg | WFBB

Who is being funded?



Small and medium-sized enterprises (SMEs) in the state of Brandenburg, including craft businesses
(with restrictions)

Requirement → headquarters in the state of Brandenburg

What is being funded?



- Knowledge and technology transfer from research institutions to SMEs (BIG-Transfer)
- R&D projects (BIG-FuE)

How does funding take place?



- Grant from 5,000 – 200,000 euros (see next page)

Brandenburg Innovation Vouchers – BIG

Overview of the different vouchers

Wirtschaftsförderung Brandenburg | WFBB

	BIG-Transfer, small	BIG-Transfer, large	BIG-FuE
Subject-matter of the funding	Technology and knowledge transfer (contract R&D)	Technology and knowledge transfer (contract R&D)	Short-term R&D project
Implementation period	≤6 months	≤ 6 months	≤ 24 months
Amount of funding (grant)	up to 100 % up to €7,500	up to 50 % up to €15,000	up to 50 % up to €100,000
Eligible costs for funding	Contractual research and consulting performed by research institution	Contractual research and consulting performed by research institution	• Personnel (employees gross) • R&D external services • Overhead 40 % on personnel costs

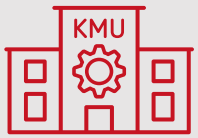
Brandenburgischer Innovationsgutschein zur Förderung von Digitalisierungsvorhaben kleiner und mittlerer Unternehmen inklusive Handwerksbetriebe (BIG-Digital)

Brandenburgischer Innovationsgutschein – BIG Digital

At a glance

Wirtschaftsförderung Brandenburg | WFBB

Who is being funded?



Profit-oriented small and medium-sized enterprises and craft businesses

Requirement → registered office or business premises in the state of Brandenburg

What is to be considered?



- Consulting, implementation and training for the introduction of digitalisation measures for organisational and process innovation

How does funding take place?



- The maximum funding rate is 50% of the eligible expenditure, but max.
  - 50,000 euro for consultancy projects
  - 250,000 euros for implementation projects
  - 50,000 euros for training projects

ProFIT Brandenburg

ProFIT Brandenburg

At a glance

Who is being funded?



- Companies
- Research institutions



Requirement → headquarters or business locations in the state of Brandenburg

What is being funded?



- Single SME-projects or consortia projects (research institutions and/or non-SME, SME)
  - R&D on innovative new products and services
  - Market launch
- Feasibility studies

How does funding take place?



- grant up to 3 million euros per application
- loan up to 3 million euros per application

ProFIT Brandenburg

What is being funded?

Wirtschaftsförderung Brandenburg | WFBB

Personnel costs

- Project-related personnel costs

R&D costs

- External R&D services including costs for trial and testing
- Materials consumed

Project-related costs

- Other project-related costs for R&D and preparation for production and market launch, such as
  - Costs for the use of facilities, R&D equipment and production planning
  - Costs of intangible assets related to the project
  - Costs related to market launch activities e.g. marketing materials, marketing services, costs for trade fairs, business intelligence, Fees for trial and testing, certification costs

other project-costs

- Overhead of 15 % on personnel costs

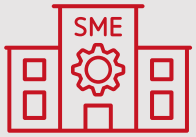
Brandenburger Innovationsfachkräfte – BIF

Brandenburg Innovation Specialists – BIF

At a glance

Wirtschaftsförderung Brandenburg | WFBB

Who is being funded?



Small and medium-sized enterprises

Requirement → headquarters or business locations in the state of Brandenburg

What is being funded?



Within the framework of an operational innovation task, funding is provided for the

- recruitment of student trainees
- recruitment of university graduates
- recruitment of graduates of a regulated upgrading vocational training course

How does funding take place?



- Grant for personnel costs
- De-minimis-relevant

Brandenburg Innovation Specialists – BIF

How does funding take place?

Wirtschaftsförderung Brandenburg | WFBB

Student trainee

- Duration 6-12 months
- max. 60 % subsidy on the basis of at least 1,076 euros employee gross with a permissible number of up to 20 working hours per week (max. subsidy of 645 euros)
- The subsidy amount depends on the subsidy level to which the employee's gross monthly salary is assigned

Innovation assistant

- Duration max. 18 months
- 60 % grant based on a minimum full time salary of 2,750 euros (maximum grant: 1,650 euros per month)
- The subsidy amount depends on the subsidy level to which the employee's gross monthly salary is assigned

Special feature > only applies to innovation assistants

- For employment with an operational innovation task in a sustainable field, the funding period can be up to 24 months

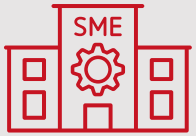
Markt - International

Market - International

At a glance

Wirtschaftsförderung Brandenburg | WFBB

Who is being funded?



SMEs in the manufacturing industry and production-related service industry with their registered office and/or business premises in the state of Brandenburg

What is being funded?



Opening up foreign markets through

- Active participation in internationally oriented trade fairs, information events, congresses, pitches, etc. (incl. virtual / hybrid)
- Consulting and coaching for foreign market development

How does funding take place?



- Up to 50 % of the eligible expenditure, but max. 18,000 euros per individual measure (80% for startups).
- Minimum amount of eligible expenditure 3,000 euros

Please note → Only projects that were **not started** before the application was submitted will be approved. In the case of trade fair funding, the registration at the trade fair organiser is defined as the start of the project!

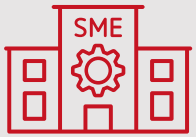
GRW Gewerbliche Richtlinie

GRW Gewerbliche Richtlinie

Directive from 09/2026 to 06/2027

Wirtschaftsförderung Brandenburg | WFBB

Who is being funded?



Commercial enterprises, including tourism businesses, investing in business premises located in the State of Brandenburg

What is to be considered?



- Eligible expenditure of at least 60,000 euros

How does funding take place?



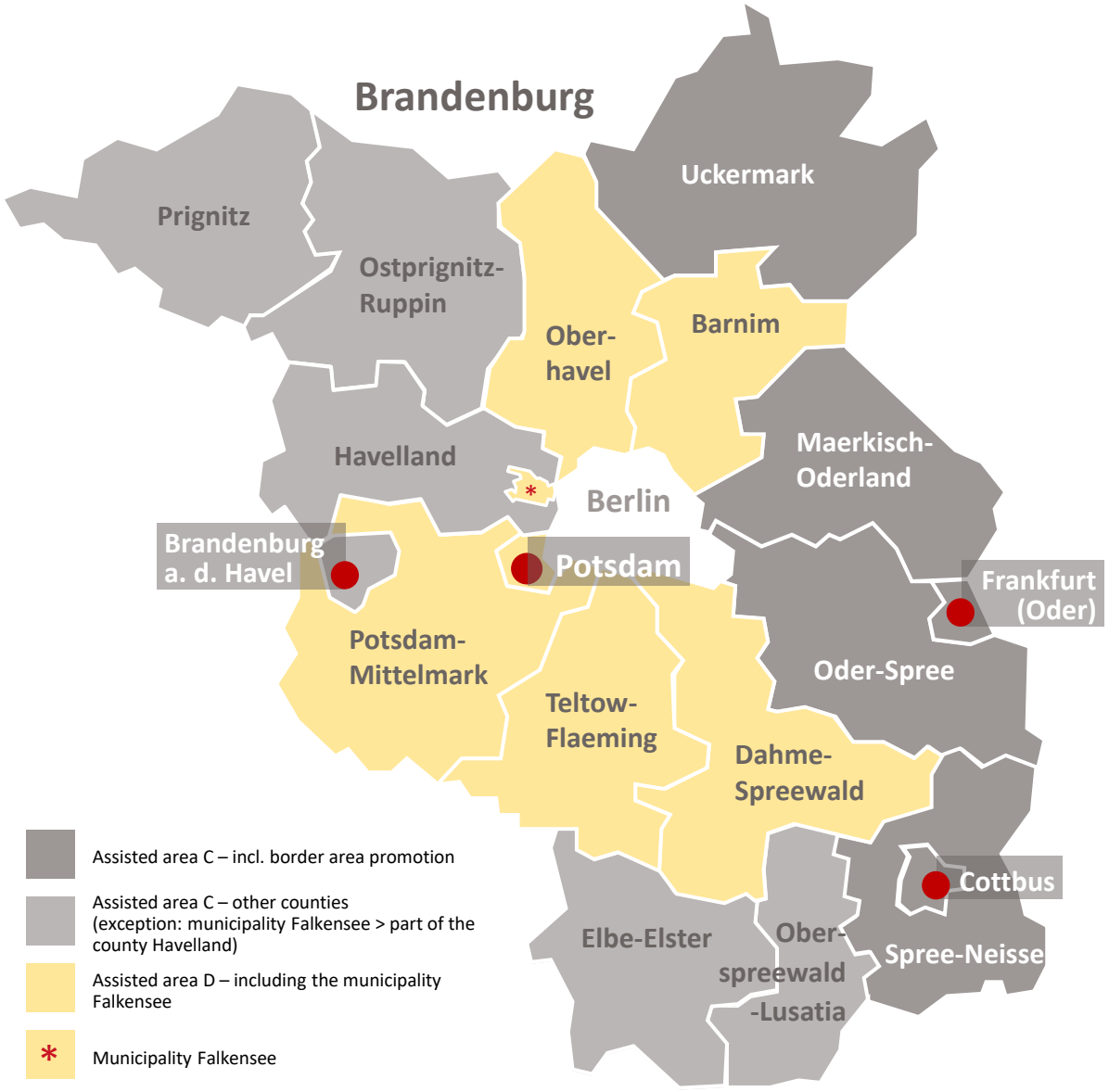
- Investment grants (share of eligible tangible expenses), including transformation investments for a climate-neutral and sustainable economy

	Assisted area* C	**Assisted area* C – Polish border**	**Assisted area* D**
Small enterprises	up to 35 %	up to 45 %	20 %
Medium-sized enterprises	up to 25 %	up to 35 %	10 %
Large enterprises	up to 15 %	up to 25 %	not eligible
Transformation investments	45 % (+10 % medium / +20 % small)	–	45 % (+10 % / +20 %)

* see map of assisted areas

GRW Gewerbliche Richtlinie

Map of assisted areas, state of Brandenburg



Assisted area C	Assisted area D
Prignitz	Oberhavel
Ostprignitz-Ruppin	Barnim
Havelland (without municipality Falkensee)	Municipality Falkensee
Brandenburg a.d.H.	Potsdam-Mittelmark
Elbe-Elster	Potsdam
Oberspreewald-Lusatia	Teltow-Fläming
	Dahme-Spreewald

Assisted area C with border area bonus
Uckermark
Maerkisch-Oderland
Oder-Spree
Frankfurt (Oder)
Spree-Neisse
Cottbus

Startgeld Lausitz

Startgeld Lausitz
At a glance

Who is being funded?



SMEs in the commercial sector that are not older than three years and with registered office and/or business premises in Lusatia (districts of Dahme-Spreewald, Elbe-Elster, Oberspreewald-Lausitz, Spree-Neiße and Cottbus)

What is to be considered?



Lump sum consisting of 12-month subsidy on costs amounting to 2,900 euros per full month (costs per unit)

How does funding take place?



- Grant up to 70 % of eligible expenditure, max. 2,030 euros per full month
- Total maximum grant: 24,360 euros for 12 months

Please note → Proof required that someone has been employed for at least six months. The founder's employment subject to social security contributions is not taken into account. **Solo self-employed persons are not eligible** to apply. **Please note →** Gründung innovativ can be used afterwards, not before or in parallel.

WFBB Startup Unit
Core Team

Wirtschaftsförderung
Brandenburg | WFBB



Dr. Kuang Dai

Main Focus:
Onboarding Startups from sciences
Internationalisation
Diversity

Tel.: 0331 – 70 44 57-2933
Mail: kuang.dai@wfbb.de



Josephine Henkel

Main Focus:
Initiative Gründen in Brandenburg
Marketing
Community

Tel.: 0331 – 70 44 57-2935
Mail: josephine.henkel@wfbb.de



Ulrike Wohlert

Main Focus:
Onboarding
Gründung innovativ
Female Entrepreneurship / bga

Tel.: 0331 – 70 44 57-2936
Mail: ulrike.wohlert@wfbb.de

startup-in-brandenburg.de

Economic Development Agency | Brandenburg

We are looking forward to a successful cooperation with you.

www.business-brandenburg.com

#WFBB

These documents are intended for presentation purposes only. The content is protected by copyright. All rights to the presentation and its contents are entitled to the Brandenburg Economic Development Corporation (WFBB). The transfer to third parties as well as any reproduction, modification or other use and the use of the whole content or parts of it, requires the prior written agreement of the WFBB.